

ORDER



Orders
Order / Rev: 704675
Alt Order #: 06264477
Product Desc: RNC-ROMNEY
Estimate: 8
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney, M/ RNC
Demographic: A25-54
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	83	\$185,100.00	\$157,335.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	83	\$185,100.00	\$157,335.00	0.00
Totals	83	\$185,100.00	\$157,335.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/08/12	08/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	6	\$850.00	P-2	0.00	NM	6	\$5,100.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$850.00		0.00			
2	WKYC	08/13/12	08/14/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$850.00		0.00			
3	WKYC	08/08/12	08/10/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$850.00	P-2	0.00	NM	6	\$5,100.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$850.00		0.00			
4	WKYC	08/13/12	08/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$375.00		0.00			
5	WKYC	08/08/12	08/10/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$550.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	08/13/12	08/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	4	\$425.00	P-2	0.00	NM	4	\$1,700.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	4		\$425.00		0.00						
7	WKYC	08/08/12	08/10/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	M-F 5-6P	--WTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	3		\$1,000.00		0.00						
8	WKYC	08/08/12	08/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$2,500.00	P-2	0.00	NM	6	\$15,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	6		\$2,500.00		0.00						
9	WKYC	08/13/12	08/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	4		\$1,800.00		0.00						
10	WKYC	08/08/12	08/10/12	Olympics Zone Olympics Zone	CM	Olympics Zone	--WTF--	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	3		\$2,500.00		0.00						
11	WKYC	08/08/12	08/10/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	--WTF--	:30	3	\$12,000.00	P-2	0.00	NM	3	\$36,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	3		\$12,000.00		0.00						
12	WKYC	08/13/12	08/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	4	\$2,800.00	P-2	0.00	NM	4	\$11,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	4		\$2,800.00		0.00						
13	WKYC	08/13/12	08/14/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	4		\$600.00		0.00						
14	WKYC	08/08/12	08/10/12	Olympic Late News Olympic Late News	CM	12x-12:35x	--WTF--	:30	6	\$2,800.00	P-2	0.00	NM	6	\$16,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	6		\$2,800.00		0.00						
15	WKYC	08/13/12	08/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	4		\$650.00		0.00						
16	WKYC	08/08/12	08/10/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	6	\$650.00	P-2	0.00	NM	6	\$3,900.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	6		\$650.00		0.00						
17	WKYC	08/11/12	08/11/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend (9:00 AM-6:00 PM)	-----S-	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	4		\$1,800.00		0.00						
18	WKYC	08/11/12	08/11/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	-----S-	:30	2	\$12,000.00	P-2	0.00	NM	2	\$24,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WKYC	08/11/12	08/11/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	-----S-	:30	2	\$12,000.00	P-2	0.00	NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		2			\$12,000.00			0.00			
19	WKYC	08/12/12	08/12/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend	-----S	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		4			\$1,800.00			0.00			
20	WKYC	08/12/12	08/12/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		2			\$1,800.00			0.00			
21	WKYC	08/12/12	08/12/12	Olympics Closing Cerem Olympics Closing Ceremonies	CM	Olympics Closing	-----S	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$15,000.00			0.00			
22	WKYC	08/12/12	08/12/12	Olympic Late News Olympic Late News	CM	12x-12:35x	-----S	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		2			\$2,400.00			0.00			
Totals														83	\$185,100.00